A 'LEGION' OF ADS, EVERY SIZE, FOR A BIG, MULTI-ANGLE CAMPAIGN

"In the name of heaven and hell, I pledge my heart, my brain, my body and my limbs to executing the orders of my superiors. I will show no mercy and will submit to all the tortures man can inflict and suffer the most horrible death rather than reveal a single word of this, my oath . . ."
WARNER BROS. HAD THE COURAGE TO FILM IT! . . . WE HAVE THE COURAGE TO SHOW IT TO YOU!
At last it can be told! The whole shocking inside story! Blasted to the screen from the very lips of the killers as they cringed at the sight of the gallows!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture
A bullet with his name on it for any man who squealed! . . .
And a fate that was nameless for the woman he left behind!
THEATRE & DATE

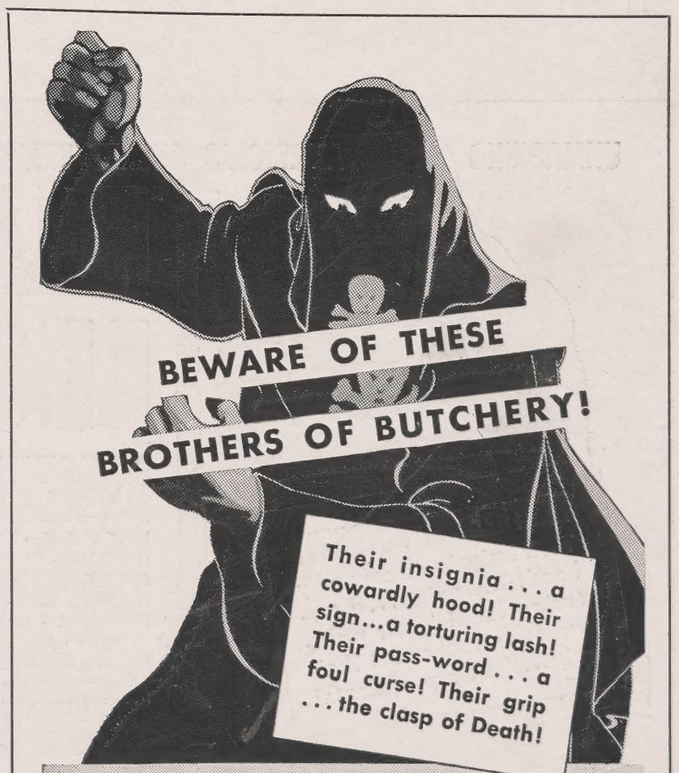
540 Lines Mat No. 402—40c

"I MAY BE STANDING NEXT TO YOU AS YOU READ THIS!"
"BLACK LEGION"
with
HUMPHREY BOGART
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint
Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture

188 Lines Mat No. 209—20c

"FOR THIRTY PIECES OF SILVER, I'LL SELL YOU THE PRIVILEGE OF KILLING YOUR NEIGHBOR!"
"BLACK LEGION"
with
HUMPHREY BOGART
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint
Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture

188 Lines Mat No. 210—20c


BEWARE OF THESE BROTHERS OF BUTCHERY!
Their insignia . . . a cowardly hood! Their sign . . . a torturing lash! Their pass-word . . . a foul curse! Their grip . . . the clasp of Death!
"BLACK LEGION"
with
HUMPHREY BOGART
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint
Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture

188 Lines Mat No. 211—20c

THE STORY THE NATION WHISPERED NOW THUNDERS FROM THE SCREEN!

NOW you can see every devil-rite, every blood-curdling oath, every killing, every torture, every unholy horror revealed in the merciless searchlight of the screen!

NOW you can see the whole savage story of the men who tried to make it happen here . . . a story an avenging nation forced from the cringing lips of the captured killers!

"BLACK LEGION"

with

HUMPHREY BOGART

The killer of 'Petrified Forest'

DICK FORAN · ERIN O'BRIEN-MOORE · ANN SHERIDAN · ROBERT BARRAT · Helen Flint Joseph Sawyer · Addison Richards · Eddie Acuff

Directed by Archie Mayo
A Warner Bros. Picture

READ EVERY WORD OF THIS OATH!

"I will show no mercy and will submit to all the tortures man can inflict and suffer the most horrible death rather than reveal a single word of this, my oath..."

THEATRE

378 Lines Mat No. 305—30c

LIPS FROZEN WITH FEAR!

'Til A Woman's Kisses Made Them Blaze A Confession That Blasted Forever The Bloody Legions Whose Only Law Was *"Death to Squealers!"*

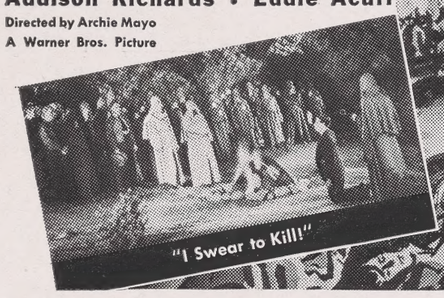
"BLACK LEGION"

with

HUMPHREY BOGART

DICK FORAN · ERIN O'BRIEN-MOORE
ANN SHERIDAN · ROBERT BARRAT
Helen Flint · Joseph Sawyer
Addison Richards · Eddie Acuff

Directed by Archie Mayo
A Warner Bros. Picture



291 Lines Mat No. 304—30c

UNMASKING AMERICA'S SECRET FRATERNITY OF FIENDS!

BROTHERS OF BUTCHERY
Their insignia...a cowardly hood! Their sign...a torturing lash! Their password...a foul curse! Their grip...the clasp of death!

"BLACK LEGION"

with

HUMPHREY BOGART

The Killer of 'Petrified Forest'

DICK FORAN · ERIN O'BRIEN-MOORE
ANN SHERIDAN
ROBERT BARRAT
Helen Flint · Joseph Sawyer · Addison Richards · Eddie Acuff

A Warner Bros. Picture
Directed by Archie Mayo

252 Lines Mat No. 303—30c

ONLY men in the shadow of death would dare make confessions like these!
ONLY the producers of 'Public Enemy' and 'G-Men' would dare to film it!...
ONLY those willing to face dramatic realism at its grimmest will dare see it!

"BLACK LEGION"

with

HUMPHREY BOGART

The Killer of 'Petrified Forest'

DICK FORAN · ERIN O'BRIEN-MOORE · ROBERT BARRAT
ANN SHERIDAN · Joseph Sawyer
Helen Flint · Eddie Acuff
Addison Richards · A Warner Bros. Picture
Directed by Archie Mayo

162 Lines Mat No. 216—20c

To all showmen who give this picture the budget it deserves, we suggest that these two ads below be spotted on opposite sides of the same newspaper page. It'll set the show up in a big-time, swell-for-everybody manner!

THEY MURDERED AT MIDNIGHT!
No punches pulled, no words minced as Warner Bros. drag America's Invisible Terror right out into the open!
COME and CHEER
"BLACK LEGION"
with
HUMPHREY BOGART
The killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint • Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture
THEATRE

130 Lines Mat No. 109—10c

I'M A WOMAN WITH KIDS AND A HOME TO FIGHT FOR
..and no one in this world can shut my mouth!
SHE TALKED —daring the lash, the bullets, the dreaded vengeance of the killers whose law was
DEATH TO SQUEALERS!
"BLACK LEGION"
Directed by Archie Mayo
A Warner Bros. Picture
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer
Addison Richards • Eddie Acuff
THEATRE

258 Lines Mat No. 217—20c

I'M A MAN.....
WITHOUT A SOUL!
It was bought for thirty pieces of silver by the Black Legion!
HE DARED NOT SPEAK
—he feared the torch and torture of the masked mobsters whose byword was
TALK AND DIE!
.... Until Warner Bros. wrenched the brutal story from the lips of the killers themselves ....
"BLACK LEGION"
A Warner Bros. Picture
Directed by Archie Mayo
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer
Addison Richards • Eddie Acuff
THEATRE

276 Lines Mat No. 215—20c

FOR 30 PIECES OF SILVER THEY'LL SELL YOU THE PRIVILEGE OF KILLING YOUR NEIGHBOR!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer
Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture
THEATRE

114 Lines Mat No. 214—20c

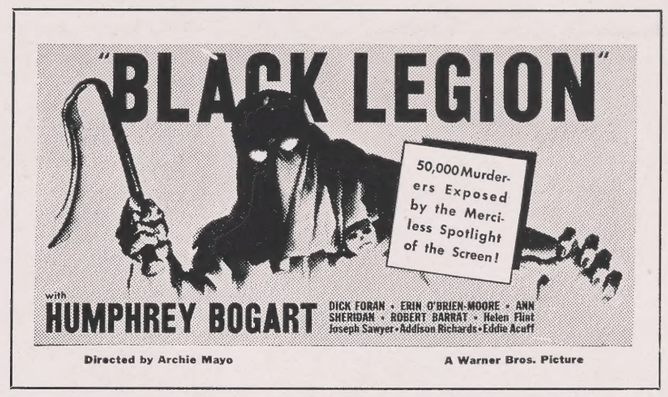
TONGUE-TIED! WITH TERROR!
'Til A Woman Made Him Defy The Cult of Killers Whose Bloody Code Was "TALK AND DIE!"
COME AND CHEER
"BLACK LEGION"
Warner Bros.' merciless expose of America's most murderous menace, with
HUMPHREY (Man-Killer) BOGART
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN
ROBERT BARRAT
Helen Flint • Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo
† Run theatre copy reversed in panel above †

70 Lines Mat No. 104—10c

50,000 MURDERERS EXPOSED
In The Most Daring Expose Ever Offered On Any Screen!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN
ROBERT BARRAT
Helen Flint • Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo
A Warner Bros. Picture
THEATRE

83 Lines Mat No. 105—10c

SLUGS AND SMALL ADS


"BLACK LEGION"
50,000 Murderers Exposed by the Merciless Spotlight of the Screen!
with
HUMPHREY BOGART
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT • Helen Flint
Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo
A Warner Bros. Picture

56 Lines Mat No. 212—20c

Defying the Hooded Killers Whose Law Is
TALK AND DIE
The whole, amazing, savage story—filmed by the producers of "G-Men" and "I Am a Fugitive From a Chain Gang" ...just as an avenging nation forced the story from the lips of the cringing killers!
"We've Killed Him!"
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN · ERIN O'BRIEN-MOORE
ANN SHERIDAN · ROBERT BARRAT
Helen Flint · Joseph Sawyer
Addison Richards · Eddie Acuff
A Warner Bros. Picture
Directed by Archie Mayo
THEATRE

232 Lines Mat No. 207—20c

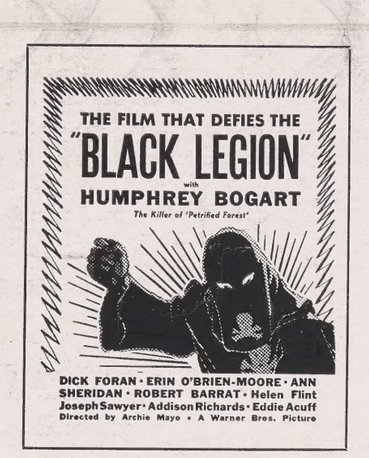
They Said It Couldn't Happen Here—But The
BLOOD
of a Thousand Innocent Americans Made Them Eat Their Lying Words!
..And now Warner Bros. blaze the screen with the taut fury of a drama that tops even "I Am A Fugitive From A Chain Gang"!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN · ERIN O'BRIEN-MOORE · ANN SHERIDAN · ROBERT BARRAT · Helen Flint
Joseph Sawyer · Addison Richards · Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture
The Penalty for Squealing!
THEATRE

172 Lines Mat No. 218—20c

39 Lines Mat No. 106—10c

BROTHERS OF BUTCHERY!
Their insignia . . . a cowardly hood!
Their sign . . . a torturing lash!
Their pass-word . . . a foul curse!
Their grip . . . the clasp of death!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer
Addison Richards • Eddie Acuff
Directed by Archie Mayo
A Warner Bros. Picture
THEATRE

52 Lines Mat No. 103—10c


THE FILM THAT DEFIES THE
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN · ERIN O'BRIEN-MOORE · ANN SHERIDAN · ROBERT BARRAT · Helen Flint
Joseph Sawyer · Addison Richards · Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture

30 Lines Mat No. 107—10c

BLACK LEGION
HUMPHREY BOGART
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer
Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture

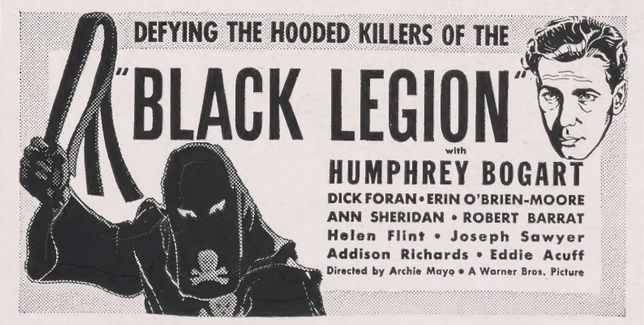
14 Lines Mat No. 108—10c

50,000 MURDERERS
EXPOSED
By The Merciless Searchlight of the Screen!
The whole amazing story of the black-hooded mobsters... just as it came from the trembling lips of the captured killers themselves . . . brutal, savage, thrilling!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN · ERIN O'BRIEN-MOORE · ANN SHERIDAN · ROBERT BARRAT · Helen Flint · Joseph Sawyer · Addison Richards · Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture
THEATRE

154 Lines Mat No. 219—20c

This Film Was Written in the Life-blood of 10,000 Innocent Americans! . . . .
50,000 murderers strutting our streets . . . until the merciless searchlight of the screen exposes them in all their horrible reality!
"BLACK LEGION"
with
HUMPHREY BOGART
The Killer of 'Petrified Forest'
DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer • Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture
"Talk and Die!"
THEATRE

200 Lines Mat No. 208—20c


DEFYING THE HOODED KILLERS OF THE
"BLACK LEGION"
with
HUMPHREY BOGART
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN • ROBERT BARRAT
Helen Flint • Joseph Sawyer
Addison Richards • Eddie Acuff
Directed by Archie Mayo • A Warner Bros. Picture

54 Lines Mat No. 213—20c

NATIONAL CO-OPERATIVE ADS

Copy used in three co-operative ads appearing in key city newspapers is shown on this and the following page for your information. These ads are not available in mat form.

FILMED—IN DEFIANCE OF THE BLOOD LAW OF THE MIDNIGHT MOBSTERS—

TALK AND DIE!

READ EVERY WORD OF THIS!

BLACK LEGION OATH

In the name of heaven and hell, by the powers of light and darkness, I pledge my heart, my brain, my body and my limbs to executing the orders of my superiors, I will show no mercy and will submit to all the tortures man can inflict and suffer the most horrible death rather than reveal a single word of this, my oath — and

Every one of them sworn to this unholy creed—and any one of them may be your neighbor! See this picture—filmed by the producers of "G-Men" and "I Am a Fugitive"—just like the cornered killer told it to beat the rope! *It screams—it screeches* from the screen—the shock-packed sensation that rips the black shirts from the backs of the hooded hoodlums!

BLACK LEGION

HUMPHREY BOGART

The most "dangerous" man on the screen in a role even more dynamic than his killer of "Petrified Forest"

DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • Helen Flint • Joseph Sawyer Addison Richards • Eddie Acuff

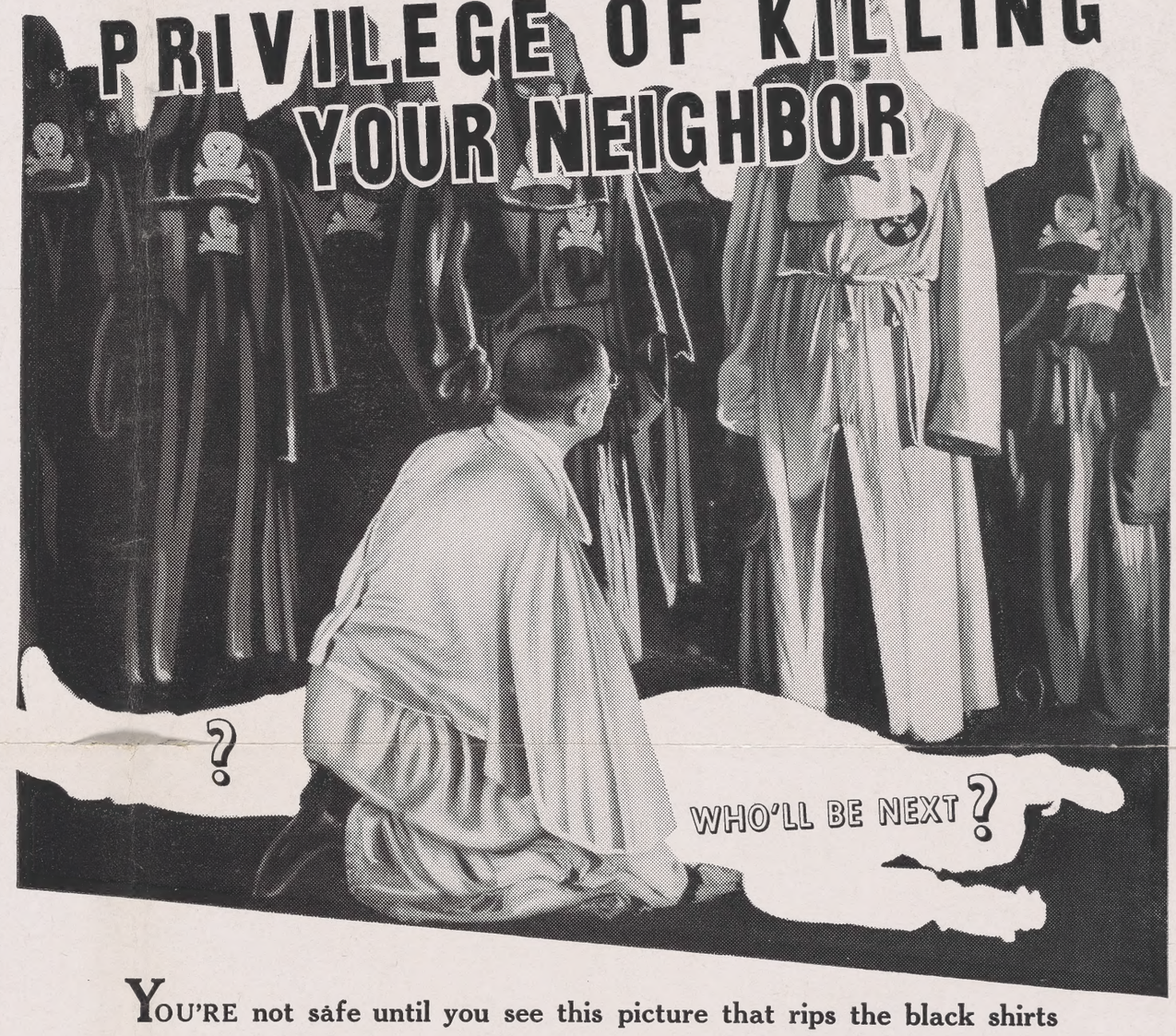
Directed by ARCHIE MAYO

Warner Bros.

DATE

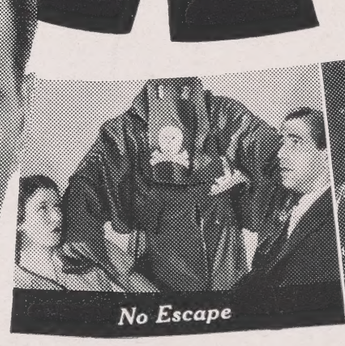
THEATRE

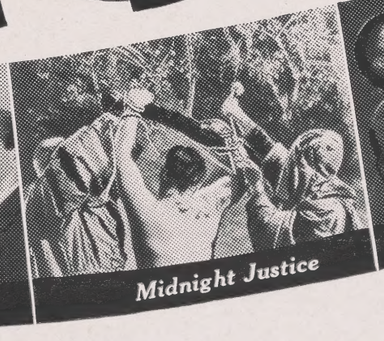
FOR 30 PIECES OF SILVER THEY'LL SELL YOU THE PRIVILEGE OF KILLING YOUR NEIGHBOR



YOU'RE not safe until you see this picture that rips the black shirts from the backs of the hooded hoodlums! *It screams—it screeches* from the screen—the shock-packed sensation that blazed a trail of headlines America will never forget—filmed by WARNER BROS. with all the fire and fury of "G-Men" and "I Am a Fugitive"!

BLACK LEGION





HUMPHREY BOGART

The most "dangerous" man on the screen in a role even more dynamic than his killer of "Petrified Forest"

DICK FORAN • ERIN O'BRIEN-MOORE • ANN SHERIDAN • Helen Flint • Joseph Sawyer Addison Richards • Eddie Acuff

Directed by ARCHIE MAYO

Warner Bros.

DATE

THEATRE

DEATH TO SQUEALERS

THAT'S THE LAW OF THIS DEVIL CULT—the midnight mobsters who'll sell you the privilege of killing your neighbor for thirty pieces of silver—thirty dirty dollars and a mortgage on your soul!

THIS WOMAN DEFIED THE BLACK LEGION—daring the lash and branding iron to tell the unholy secrets no *man* had the courage to talk about!

Devil Rites

BLACK LEGION

Midnight Justice

No Escape

Man-bait

THE SCREEN BLASTS IT WIDE OPEN in this volcanic dramatization of the most terrific headline sensation since Warner Bros. "G-Men" and "I Am a Fugitive from a Chain Gang" thundered across the screen!

HERE'S THE FIRST ACTUAL STORY of the Black Legion's reign of terrorism, real, absorbing, fearless! A picture that rips the black shirts from the backs of the hooded hoodlums and bares a yellow streak a yard wide!

NOW SEE IT ALL—just like the cornered killer told it to beat the rope—the whole amazing story filmed by

Warner Bros.

HUMPHREY BOGART

The killer of "Petrified Forest" in an even more dynamic role... Heading this all-star cast—

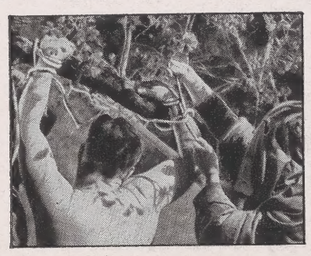
DICK FORAN • ERIN O'BRIEN-MOORE
ANN SHERIDAN
Helen Flint
Joseph Sawyer
Addison Richards
Eddie Acuff
Directed by
ARCHIE MAYO

THEATRE and DATE

FAN MAGAZINES

The Screen Brings America's
INVISIBLE TERROR Right Out Into the Open!

"BLACK LEGION"



DEATH TO SQUEALERS!

That's the law of this devil cult—the body and soul pledge made by every man who *for thirty pieces of silver* buys the privilege of killing his neighbor!

Leave it to Warner Bros. to be the first to bring to the screen the *whole* savage, terrible behind-the-scenes story of these Midnight Marauders of the Midwest! All of it—every bullet-riddled paragraph—hurled across the screen with the dramatic fury of another "G-Men" or "I Am A Fugitive".

To producers, to director and to a great cast—brilliantly headed by Humphrey Bogart in a role even more intensely dynamic than his "Killer" of "Petrified Forest"—alike are due the plaudits of a million fans for making this thrilling indictment of the *world below the underworld* this month's tops in cinema excitement!

BLACK LEGION OATH

In the name of heaven and hell, by the powers of light and darkness. ¶ I pledge my heart, my brain, my body and my limbs to executing the orders of my superiors. ¶ I will show no mercy and will submit to all the tortures man can inflict and suffer the most horrible death rather than reveal a single word of this, my oath...

HUMPHREY BOGART
DICK FORAN · ERIN O'BRIEN-MOORE
ANN SHERIDAN · Helen Flint · Joseph Sawyer · Addison Richards · Eddie Acuff
Directed by ARCHIE MAYO

THE PICTURE OF THE MONTH

Warner Bros.

Warner Bros. made "Black Legion" Full Page News in the February 1937 issues of these nine fan magazines—on the newsstands beginning January 1st.

MODERN SCREEN • MOTION PICTURE • MOVIE CLASSIC • HOLLYWOOD
SCREEN BOOK • SCREEN PLAY • ROMANTIC MOVIE STORIES
MOVIE MIRROR • SCREEN GUIDE

Reader Circulation 8,765,100

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Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

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